UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): August 6, 2026

GROVE COLLABORATIVE HOLDINGS, INC.
(Exact name of registrant as specified in its charter)

Delaware	001-40263	88-2840659
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

1301 Sansome Street San Francisco, California	94111
(Address of principal executive offices)	(Zip Code)

(800) 231-8527
(Registrant's telephone number, including area code)

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e- 4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class A common stock, par value $0.0001	**GROV**	**New York Stock Exchange**

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☒

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 2.02. Results of Operations and Financial Condition

On August 6, 2026, Grove Collaborative Holdings, Inc. (the "Company") issued a press release announcing its earnings for the quarter ended June 30, 2026. A copy of such press release is furnished as Exhibit 99.1 to this Current Report on Form 8-K and incorporated herein by reference.

The information provided pursuant to this Item 2.02, including Exhibit 99.1 attached hereto, is being furnished to the Securities and Exchange Commission and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language within such filings except as expressly set forth by specific reference in such filing

Item 7.01 Regulation FD Disclosure

Investor Presentation

On August 6, 2026, the Company posted an investor presentation on its investor relations website at investors.grove.co, which may be used in presentations by the Company's management to investors, analysts and others from time to time. A copy of this presentation is furnished as Exhibit 99.2 and incorporated into this Item 7.01 by reference.

The foregoing (including Exhibit 99.2) is being furnished pursuant to Item 7.01 and will not be deemed to be filed for purposes of Section 18 of the Exchange Act or otherwise be subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filings, except as expressly set forth by specific reference in such filing. The submission of the information set forth in this Item 7.01 shall not be deemed an admission as to the materiality of any information in this Item 7.01, including the information presented in Exhibit 99.2 that is provided solely in connection with Regulation FD.

Item 8.01 Other Events

Where You Can Find More Information

Investors and others should note that we announce material financial and operational information to company investors using a variety of disclosure channels as a means of disclosing information about the company, our products and for complying with disclosure obligations under Regulation FD , including:

- Our company website (grove.co)
- Our investor relations website (investors.grove.co)
- Our company social media channels including: x.com/grovecollab, instagram.com/grovecollaborative/, linkedin.com/company/grove-collaborative/, tiktok.com/@grovecollaborative, facebook.com/GroveCollab/, reddit.com/user/grovecollaborative/, reddit.com/user/GroveCO
- Jeff Yurcisin's social media accounts, including: linkedin.com/in/yurcisin/, x.com/yurcisin, tiktok.com/@jeffyurcisin and facebook.com/profile.php?id=61550308894238
- Press releases
- SEC filings
- Public conference calls and webcasts

The social media channels that we and our brands intend to use as a means of disclosing information described above may be updated from time to time as listed on our Investor Relations website.

Item 9.01 Financial Statements and Exhibits.
(d) Exhibits.

Exhibit No.	Description
99.1	Press Release dated August 6, 2026 announcing the Company's earnings for the quarter ended June 30, 2026
99.2	Investor Presentation dated August 6, 2026
104	Cover Page Interactive Data File (formatted as Inline XBRL)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

GROVE COLLABORATIVE HOLDINGS, INC.

By:	/s/ Tom Siragusa
Name:	Tom Siragusa
Title:	Chief Financial Officer

Date: August 6, 2026

Exhibit 99.1

Grove Announces Second Quarter 2026 Financial Results

SAN FRANCISCO, CA — August 6, 2026 — Grove Collaborative Holdings, Inc. (NYSE: GROV) ("Grove" or the "Company"), the world's first plastic neutral retailer and a leading sustainable consumer products company, certified B Corporation, and Public Benefit Corporation, today reported financial results for its fiscal second quarter ended June 30, 2026.

Key Second Quarter 2026 Financial Highlights:

- Total Net Revenue was $36.6 million, down 16.9% year-over-year, but up 1.0% sequentially
- Adjusted EBITDA was positive $0.5 million, compared to negative $0.9 million in the same period last year - the third consecutive quarter of positive Adjusted EBITDA
- Net Loss was $0.9 million, compared to a Net Loss of $3.6 million in the same period last year
- Operating Cash Flow was positive $1.3 million, compared to positive $1.0 million in the same period last year
- Reaffirming full-year Net Revenue guidance of $142.5 million to $152.5 million and Adjusted EBITDA guidance of breakeven to positive low single digit millions

"Second quarter results came in as we expected when we raised our full-year outlook last quarter. Net Revenue grew 1.0% sequentially to $36.6 million, and we delivered Adjusted EBITDA of $0.5 million, our third consecutive quarter of positive Adjusted EBITDA. This reflects the operating discipline we described in the first quarter continuing to play out and it's now showing up clearly in our financial statements.

As our strategy continues to take hold, we are continuing to invest in the customer experience to drive long-term profitable growth. In the second quarter, we launched our new subscription experience, designed to give customers a seamless and customized experience that matches their ordering cadence, replacing the last major element of our technology migration from early 2025. While that foundational work is now complete, we will move towards customer-first innovation as we build a unique and defensible customer experience that enables them to build a healthier home for the people they love," said Jeff Yurcisin, Chief Executive Officer of Grove Collaborative.

Second Quarter 2026 Financial Results

(All comparisons are versus the quarter ended June 30, 2025 except where otherwise noted)

Net Revenue was $36.6 million for the quarter ended June 30, 2026, a decline of 16.9% year-over-year, but an increase of 1.0% compared to the first quarter of 2026. The year-over-year decline was primarily driven by a smaller active customer base entering the year, reflecting the compounding effects of lower advertising investment – consistent with the strategy to prioritize profitability and customer experience improvements before re-accelerating growth – and customer attrition tied to the ecommerce platform disruptions experienced throughout 2025, partially offset by an increase in Direct to Consumer ("DTC") Net Revenue per Order. The sequential increase was driven by growth from non-DTC channels, primarily QVC and Amazon, partially offset by a slight decline in DTC revenue.

Gross Margin was 53.6%, a decrease of 190 basis points compared to 55.4% in the second quarter of 2025. The decrease was primarily driven by one-time disposals in the quarter, as well as a sell-through of previously reserved inventory in the prior year that did not reoccur. These decreases were partially offset by a more targeted promotional strategy, enabled in part by the Grove Green Rewards loyalty program launched in the fourth quarter of 2025.

Operating Expenses were $20.4 million, a decrease of 27.0% compared to $27.9 million in the prior-year period. The decline reflects lower personnel-related expenses from reduced headcount, lower fulfillment costs driven by lower order volume and lower outbound shipping rates, and lower advertising spend.

Net Loss was $0.9 million, or (2.5%) Net Loss margin, compared to a net loss of $3.6 million, or (8.2%) Net Loss margin, in the prior-year period. The year-over-year improvement reflects lower operating expenses, offset by the decline in revenue.

Adjusted EBITDA was positive $0.5 million, or 1.3% margin, compared to negative $0.9 million, or (2.1%) margin, in the prior-year period. This marks the third consecutive quarter of positive Adjusted EBITDA and reflects continued operating discipline as the Company invests in the customer experience.

Operating Cash Flow was positive $1.3 million for the quarter, reflecting favorable working capital movements, including a decrease in inventory, and the benefit of non-cash expenses added back to Net Loss. This compares to positive $1.0 million in the prior-year period.

Cash, Cash Equivalents, and Restricted Cash totaled $11.4 million as of June 30, 2026, up from $10.4 million as of March 31, 2026, primarily reflecting positive Operating Cash Flow, partially offset by higher capitalized expenditures as a result of continued investment in eCommerce platform enhancements.

Second Quarter 2026 Key Metrics:

	Three Months Ended June 30,	
(in thousands, except DTC Net Revenue Per Order)	2026	2025
Financial and Operating Data		
DTC Total Orders	489	640
DTC Active Customers	509	664
DTC Net Revenue Per Order	$ 69.19	$ 65.23

Direct to Consumer (DTC) Total Orders were 489,000, a decline of 23.6% year-over-year. The decrease was primarily driven by a smaller active customer base entering the year, reflecting lower advertising investment relative to prior years and customer attrition associated with the 2025 ecommerce platform disruptions, both of which resulted in fewer new customers and, given the recurring nature of the business, fewer repeat orders.

DTC Active Customers – defined as the number of customers that have placed an order in the trailing twelve months – totaled 509,000 as of June 30, 2026, a decrease of 23.3% year-over-year. The decline is consistent with the factors described above.

DTC Net Revenue Per Order was $69.19, an increase of 6.1% year-over-year. The improvement was driven primarily by a larger mix of higher-priced items in customer orders, reflecting the Company's continued category expansion, as well as greater efficiency in promotional spend following the launch of the Company's new loyalty program. The year-over-year comparison also benefited from a prior-year test that temporarily increased the volume of smaller value orders, which did not reoccur in the second quarter of 2026.

Plastic Intensity[1] – measured as pounds of plastic per $100 in net revenue across all online and retail sales — was 0.84 pounds in the second quarter of 2026, improving from 0.93 pounds in the second quarter of 2025.

2026 Financial Outlook:

For the twelve-month period ending December 31, 2026, Grove is reaffirming its full-year guidance.

- The Company continues to expect full-year net revenue of approximately $142.5 million to $152.5 million, and Adjusted EBITDA of breakeven to positive low single digit millions
- The Company continues to expect sequential net revenue improvement in each of the remaining quarters of 2026.

Webcast and Conference Call Information:

The Company will host an investor conference call and webcast to review these financial results at 5:00pm ET / 2:00pm PT on the same day. The webcast can be accessed at https://investors.grove.co/. The conference call can be accessed by calling 877-413-7205. International callers may dial +1 201-689-8537. A replay of the call will be available until September 3, 2026 and can be accessed by dialing 877-660-6853 or 201-612-7415, access ID: 13761742. The webcast will remain available on the Company's investor relations website for 30 days following the webcast.

About Grove Collaborative Holdings, Inc.

Grove Collaborative Holdings, Inc. (NYSE: GROV) is the one-stop online destination for everyday essentials that create a healthier home and planet. Explore thousands of thoughtfully vetted products for every room and everyone in your home, including household cleaning, personal care, health and wellness, laundry, clean beauty, kitchen, pantry, kids, baby, pet care, and beyond. Everything Grove sells meets a higher standard — from health to sustainability and performance — so you get a great value without compromising your values. As a B Corp and Public Benefit Corporation, Grove goes beyond selling products: every order is carbon neutral, supports plastic waste cleanup initiatives, and lets you see and track the positive impact of your choices. Shopping with purpose starts at Grove.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements relating to the plan to move to customer-first innovation; the impact of customer experience changes; sequential net revenue improvement in each of the remaining quarters of 2026; and guidance for 2026, including full year 2026 net revenue and Adjusted EBITDA. The forward-looking statements contained in this press release are based on Grove's current expectations and beliefs in light of the Company's experience and perception of historical trends, current conditions and expected future developments and their potential effects on the Company as well as other factors believed to be appropriate under the circumstances. There can be no assurance that future developments affecting the Company will be those that have been anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond the Company's control) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements, including changes in business, market, financial, political and legal conditions; legal and regulatory matters and developments; risks relating to the uncertainty of the projected financial information; Grove's ability to successfully expand its business; competition; risks relating to tariffs, inflation and interest rates; effectiveness of the Company's ecommerce platform and selling and marketing efforts; demand for Grove products and other brands that it sells and those factors discussed in documents filed, or to be filed, with the U.S. Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should any assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. All forward-looking statements in this press release are made as of the date hereof, based on information available to Grove as of the date hereof, and Grove assumes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

Non-GAAP Financial Measures

Some of the financial information and data contained in this press release, such as Adjusted EBITDA and Adjusted EBITDA margin, have not been prepared in accordance with United States generally accepted accounting principles ("GAAP"). These non-GAAP financial measures, and other measures that are calculated using such non-GAAP measures, are an addition to, and not a substitute for or superior to, measures of financial performance prepared in accordance with GAAP and should not be considered as an alternative to revenue, operating income, profit before tax, net income or any other performance measures derived in accordance with GAAP. Investors should not consider the non-GAAP financial measures in isolation from, or as a substitute for, GAAP measures. A reconciliation of historical Adjusted EBITDA to Net Income is provided in the tables at the end of this press release. Reconciliations of projected Adjusted EBITDA and projected Adjusted EBITDA Margin to the closest corresponding GAAP measures are not available without unreasonable effort on a forward-looking basis due to the high variability, complexity, and low visibility with respect to the charges excluded from these non-GAAP measures, such as the impact of depreciation and amortization of fixed assets, amortization of internal use software, the effects of net interest expense (income), other expense (income), and non-cash stock based compensation expense. Grove believes these non-GAAP measures of financial results, including on a forward-looking basis, provide useful information to management and investors regarding certain financial and business trends relating to Grove's financial condition and results of operations. Grove's management uses these non-GAAP measures for trend analyses and for budgeting and planning purposes. Grove believes that the use of these non-GAAP financial measures provides an additional tool for investors to use in evaluating projected operating results and trends in and in comparing Grove's financial measures with other similar companies, many of which present similar non-GAAP financial measures to investors. Management of Grove does not consider these non-GAAP measures in isolation or as an alternative to financial measures determined in accordance with GAAP. There are a number of limitations related to the use of these non-GAAP measures. Other companies may calculate non-GAAP measures differently, or may use other measures to calculate their financial performance, and therefore Grove's non-GAAP measures may not be directly comparable to similarly titled measures of other companies.

Grove calculates Adjusted EBITDA as net loss, adjusted to exclude: stock-based compensation expense; depreciation and amortization; changes in fair values of derivative liabilities; interest income; interest expense; restructuring costs; transaction related costs related to certain strategic merger & acquisition projects; provision for income taxes and certain litigation and legal settlement expenses that the Company does not consider representative of its underlying operations. We define Adjusted EBITDA Margin as Adjusted EBITDA divided by net revenue. Because Adjusted EBITDA excludes these elements that are otherwise included in the Company's GAAP financial results, this measure has limitations when compared to net loss determined in accordance with GAAP. Further, Adjusted EBITDA is not necessarily comparable to similarly titled measures used by other companies. For these reasons, investors should not consider Adjusted EBITDA in isolation from, or as a substitute for, net loss determined in accordance with GAAP.

Investor Relations Contact

ir@grove.co

Media Relations Contact

pr@grove.co

[1] Grove defines plastic intensity as pounds of plastic used per $100 in revenue as a way to hold itself accountable for the pace at which it decouples revenue from the use of plastic. To calculate plastic intensity, Grove defines "plastic" as any of the following materials within both products and packaging: plastic resin codes #1-7 (from the ASTM International Resin Identification Coding System), inclusive of polyvinyl alcohol (PVA, PVOH, PVAl), silicone, bioplastics, and any plastic liners, coatings, and resins.

Grove Collaborative Holdings, Inc.
Condensed Consolidated Balance Sheets
(Unaudited)
(In thousands)

	June 30, 2026	December 31, 2025
Assets		
Current assets:		
Cash and cash equivalents	$ 8,345	$ 8,490
Restricted cash, current	2,065	2,300
Inventory	19,458	18,421
Prepaid expenses and other current assets	4,043	5,492
Total current assets	33,911	34,703
Restricted cash, noncurrent	1,002	1,002
Property and equipment, net	3,469	3,653
Intangible assets, net	2,098	2,302
Operating lease right-of-use assets	8,613	9,535
Other long-term assets	1,696	1,899
Total assets	$ 50,789	$ 53,094
Liabilities and Stockholders' Deficit		
Current liabilities:		
Accounts payable	$ 6,390	$ 8,828
Accrued expenses	9,434	9,476
Deferred revenue	6,906	5,033
Debt, current	—	800
Operating lease liabilities, current	3,171	2,895
Other current liabilities	1,047	665
Total current liabilities	26,948	27,697
Debt, noncurrent	7,500	6,700
Operating lease liabilities, noncurrent	8,400	10,053
Derivative liabilities	700	871
Total liabilities	43,548	45,321
Redeemable convertible preferred stock	24,772	24,772
Stockholders' deficit:		
Common stock	4	4
Additional paid-in capital	644,623	643,226
Accumulated deficit	(662,158)	(660,229)
Total stockholders' deficit	(17,531)	(16,999)
Total liabilities, redeemable convertible preferred stock and stockholders' deficit	$ 50,789	$ 53,094

Grove Collaborative Holdings, Inc.
Condensed Consolidated Statements of Operations
(Unaudited)

(In thousands, except share and per share amounts)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2026	2025	2026	2025
Revenue, net	$ 36,569	$ 44,026	$ 72,793	$ 87,573
Cost of goods sold	16,984	19,631	33,353	40,114
Gross profit	19,585	24,395	39,440	47,459
Operating expenses:				
Advertising	1,235	2,722	2,397	5,529
Product development	1,513	2,207	2,948	3,986
Selling, general and administrative	17,620	22,956	35,779	44,942
Operating loss	(783)	(3,490)	(1,684)	(6,998)
Non-operating expenses (income):				
Interest expense	272	305	546	651
Changes in fair value of derivative liabilities	(72)	(70)	(171)	(214)
Other income, net	(71)	(109)	(146)	(281)
Total non-operating expenses, net	129	126	229	156
Loss before provision for income taxes	(912)	(3,616)	(1,913)	(7,154)
Provision for income taxes	8	10	16	19
Net loss	$ (920)	$ (3,626)	$ (1,929)	$ (7,173)
Less: Accumulated dividends on redeemable convertible preferred stock	(375)	(375)	(750)	(750)
Net loss attributable to common stockholders, basic and diluted	$ (1,295)	$ (4,001)	$ (2,679)	$ (7,923)
Net loss per share attributable to common stockholders, basic and diluted	$ (0.03)	$ (0.10)	$ (0.07)	$ (0.21)
Weighted-average shares used in computing net loss per share attributable to common stockholders, basic and diluted	40,553,480	38,813,480	40,314,583	38,513,390

Grove Collaborative Holdings, Inc.
Condensed Consolidated Statements of Cash Flows
(Unaudited)
(In thousands)

	Six Months Ended June 30, 2026	Six Months Ended June 30, 2025
Cash Flows from Operating Activities		
Net loss	$ (1,929)	$ (7,173)
Adjustments to reconcile net loss to net cash used in operating activities:		
Stock-based compensation expense	1,651	2,347
Depreciation and amortization	790	866
Changes in fair value of derivative liabilities	(171)	(214)
Non-cash interest expense	107	219
Inventory write-down	—	(351)
Changes in operating assets and liabilities:		
Inventory	(1,037)	1,013
Prepaids and other assets	2,228	409
Accounts payable	(2,520)	(2,912)
Accrued expenses	89	(87)
Deferred revenue	1,873	(349)
Operating lease right-of-use assets and liabilities	(455)	625
Other liabilities	(34)	(278)
Net cash provided by (used in) operating activities	592	(5,885)
Cash Flows from Investing Activities		
Cash paid for acquisitions	—	(2,848)
Purchase of property and equipment	(451)	(972)
Net cash used in investing activities	(451)	(3,820)
Cash Flows from Financing Activities		
Payment of issuance costs related to preferred stock and SEPA	—	(15)
Payment on finance agreement	(267)	—
Payments related to stock-based award activities, net	(371)	(774)
Proceeds from issuance under employee stock purchase plan	117	141
Net cash used in financing activities	(521)	(648)
Net decrease in cash, cash equivalents and restricted cash	(380)	(10,353)
Cash, cash equivalents and restricted cash at beginning of period	11,792	24,304
Cash, cash equivalents and restricted cash at end of period	$ 11,412	$ 13,951

Grove Collaborative Holdings, Inc.

Non-GAAP Financial Measures
(Unaudited)

(In thousands, except percentages)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2026	2025	2026	2025
Reconciliation of Net Loss to Adjusted EBITDA	(in thousands, except percentages)			
Net loss	$ (920)	$ (3,626)	$ (1,929)	$ (7,173)
Stock-based compensation	845	1,378	1,651	2,347
Depreciation and amortization	399	488	790	866
Changes in fair value of derivative liabilities	(72)	(70)	(171)	(214)
Interest income	(71)	(109)	(146)	(281)
Interest expense	272	305	546	651
Transaction related costs	—	712	—	1,275
Provision for income taxes	8	10	16	19
Total Adjusted EBITDA	$ 461	$ (912)	$ 757	$ (2,510)
Net loss margin	(2.5)%	(8.2)%	(2.6)%	(8.2)%
Adjusted EBITDA margin (loss)	1.3 %	(2.1)%	1.0 %	(2.9)%

Source: Grove Collaborative Holdings, Inc.

Exhibit 99.2

Grove®
COLLABORATIVE

A Brand for Conscientious Consumers

August 2026

Safe Harbor Statement/Non-GAAP Measures

All information in this presentation is as of August 6, 2026.

Forward-Looking Statements

Certain statements included in this presentation are forward-looking statements for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1996, as amended. Forward-looking statements are statements other than statements about historical fact. The forward looking statements in this presentation include, but are not limited to, statements regarding quarterly sequential revenue growth from the first quarter 2026, revenue and Adjusted EBITDA for 2026, projected measured increase in advertising investment, projected sustained improved repeat order rates from platform improvements, projected growth in non-DTC channels, guidance for 2026, including projected 2026 net revenue and Adjusted EBITDA and sequential revenue improvement in each of the remaining quarters of 2026. These forward-looking statements are subject to a number of risks and uncertainties, and you should not rely upon the forward-looking statements as predictions of future events. The future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Grove cannot guarantee that future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. Except as required by law, Grove disclaims any obligation to update these forward-looking statements to reflect future events or circumstances. The forward-looking statements are subject to a number of risks and uncertainties, including: potential disruptions relating to Grove's technology platform transition, changes in business, market, financial, political and legal conditions, risks relating to the uncertainty of the projected financial information; Grove's ability to successfully expand its business; competition; risks relating to inflation and interest rates; and those factors discussed in documents of Grove filed, or to be filed, with the U.S. Securities and Exchange Commission. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. These forward-looking statements should not be relied upon as representing Grove's assessments as of any date subsequent to the date of this presentation. See Risk Factors in our Form 10-Q filed August 6, 2026.

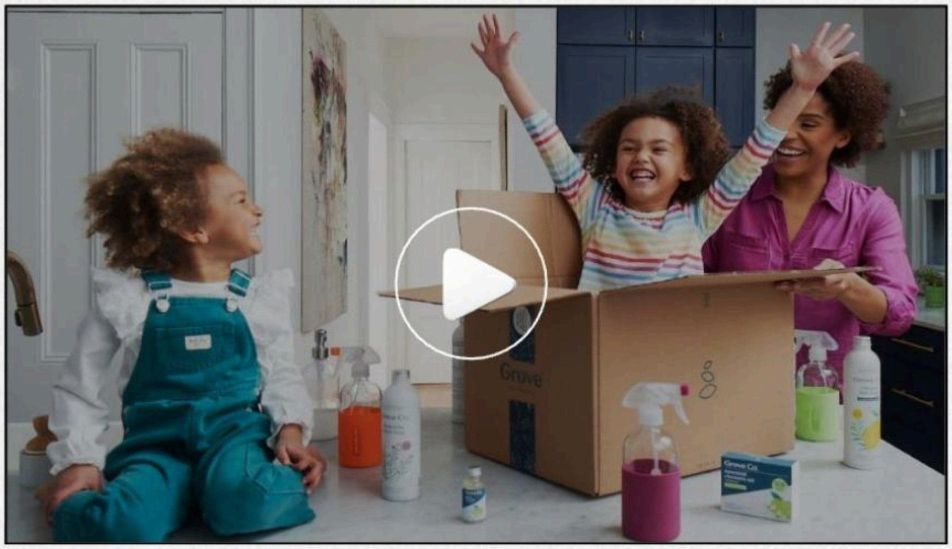
Non-GAAP Information

Grove uses certain non-GAAP measures in this presentation including Adjusted EBITDA. Grove believes the presentation of its non-GAAP financial measures enhances investors' overall understanding of the company's historical financial performance. The presentation of the company's non-GAAP financial measures is not meant to be considered in isolation or as a substitute for the company's financial results prepared in accordance with GAAP, and the company's non-GAAP measures may be different from non-GAAP measures used by other companies. Reconciliations of these non-GAAP financial measures to the most comparable GAAP measures, may be found in the Appendix at the end of this presentation.


Creating and curating
products for **healthier**
homes and a **healthy planet.**
Grove

Healthier Homes for the People You Love

Click to Watch Video



Category-Defining Health & Wellness Brand

Grove®
COLLABORATIVE

Grove Co.™

Scaled, differentiated owned brands

with strong consumer resonance and meaningful brand equity as the trailblazer in clean and sustainable products

Curated, trust-led wellness ecosystem

addressing a significant gap in the legacy consumer products market across natural home, personal care and VMS

Improved Profitability

including $1.1M of Adjusted EBITDA[1] in the last-twelve-months as of Q2-2026

Multiple revenue acceleration drivers

with 3rd-party tech migration headwinds now largely resolved and anchored by a newly launched loyalty and subscription experience

Lean, rightsized cost structure

with opportunity for operating leverage as revenue grows from Q1-2026 base

[1] see slide 29 for Net Income to Adjusted EBITDA reconciliation

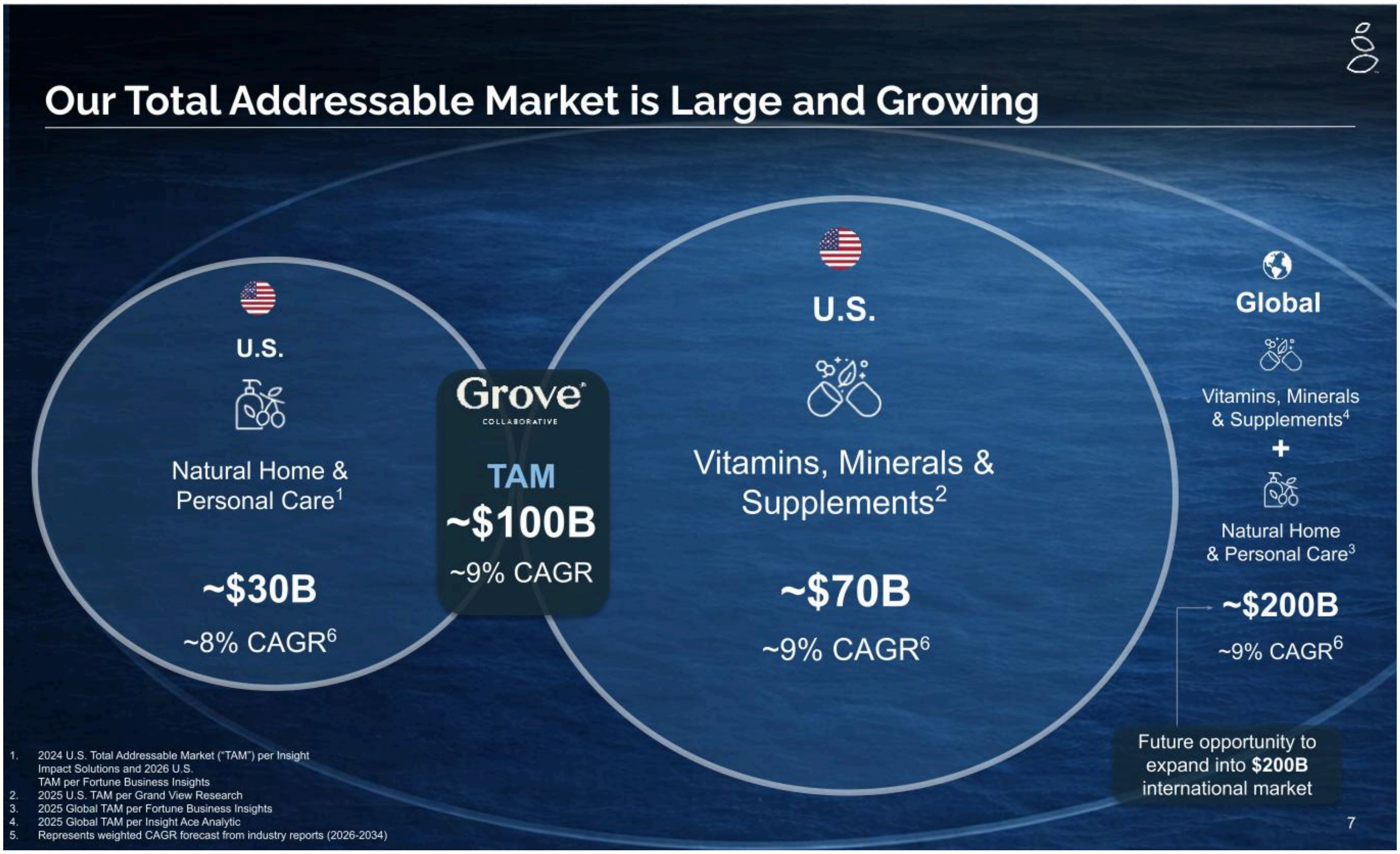
Grove at a Glance

Public Benefit Corporation

Certified B Corporation

$147.5M | >$0 FY26E Net Revenue[1] | Adjusted EBITDA[2]	**+1.0%** Q2 vs. Q1 2026 Sequential Revenue Growth	**$0.5M** Q2 Adjusted EBITDA
53.6% Q2 Gross Margin	**$1.3M** Q2 Operating Cash Flow	**$69** Q2 DTC Net Revenue per Order[3]
$2.00 Avg. Fulfillment Cost / Unit[4]	**>80%** Orders With Subscription[5]	**5.5M | 509k** Lifetime[6] | Active Customers

1. Represents midpoint of FY2026 Net Revenue Guidance: $142.5M to $152.5M
2. FY2026 Adjusted EBITDA Guidance: Breakeven to low single digit millions
3. Direct to Consumer (DTC) total net revenue divided by DTC total orders
4. Represents Q2 2026 total fulfillment costs (includes fixed fulfillment center costs and variable packaging, labor, and shipping costs) divided by total units
5. % of Orders with 1 or more subscription items during Q2-2026
6. Customers who have placed 1+ orders since inception
7. Customers who have placed 1+ orders in the last twelve months (LTM) as of Q2-2026


Our Total Addressable Market is Large and Growing
U.S.
Natural Home & Personal Care[1]
~$30B
~8% CAGR[6]
Grove
COLLABORATIVE
TAM
~$100B
~9% CAGR
U.S.
Vitamins, Minerals & Supplements[2]
~$70B
~9% CAGR[6]
Global
Vitamins, Minerals & Supplements[4]
+
Natural Home & Personal Care[3]
~$200B
~9% CAGR[6]
Future opportunity to expand into $200B international market
1. 2024 U.S. Total Addressable Market ("TAM") per Insight Impact Solutions and 2026 U.S. TAM per Fortune Business Insights
2. 2025 U.S. TAM per Grand View Research
3. 2025 Global TAM per Fortune Business Insights
4. 2025 Global TAM per Insight Ace Analytic
5. Represents weighted CAGR forecast from industry reports (2026-2034)
7

Our Customers Are Heads of Households, Educated, & Affluent
38%
With Household Income > $150K
72%
Have Children at Home
92%
Female
Geographically Diverse
Often confused by by greenwashing & ingredient uncertainty
Need a trusted guide in finding family-safe, efficacious products
Source: Grove analysis of consumer data appended by TransUnion (2024)
8

They Are Faced With Overwhelming Choices To Keep Their Family Safe and Their Environment Clean

We Have A Strict Product Curation Protocol

We Ban Ingredients Linked to:

Hormone Disruptors
Phthalates, parabens, PFAS, and certain synthetic musks

Microplastics
Persistent polymers that don't readily break down in the environment

Skin Sensitivity & Allergies
Common irritants like harsh sulfates, and fragrance allergens

Respiratory Concerns
Irritants such as ammonia, chlorine, quats, and high-VOC solvents

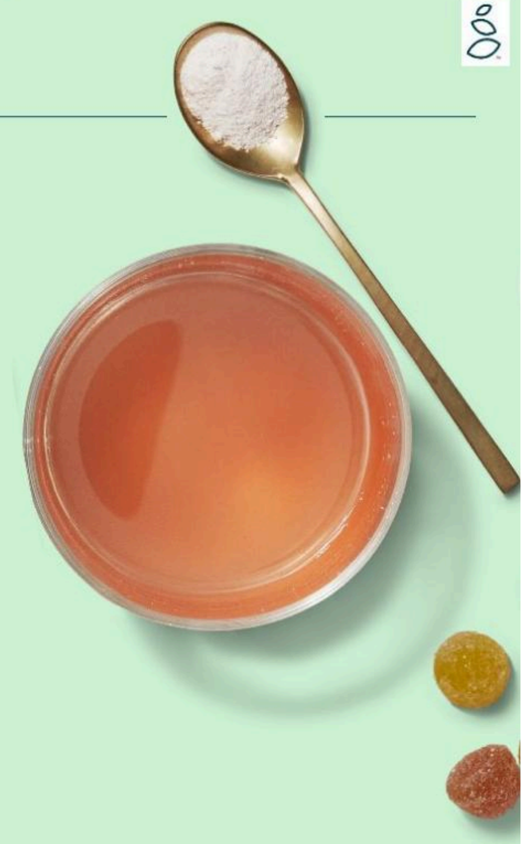
Hidden Contaminants
Heavy metals and impurities in sensitive product categories

The Grove Standard

Thousands

of Banned Ingredients

We guide our curation protocol to a higher bar including thousands[1] of banned or restricted ingredients — the most stringent standard we know of in the industry.



[1] Internal Grove Co. Ingredient Standards

Our Customers Know Microplastics Have a Negative Impact on Their Family's Health

90% Of Americans are concerned…

…but only **49%** know what they really are.

86% are ready for action – especially from companies.

BEYOND PLASTIC Grove

100% PLASTIC FREE	REDUCED PLASTIC WASTE	NO SINGLE-USE PLASTIC

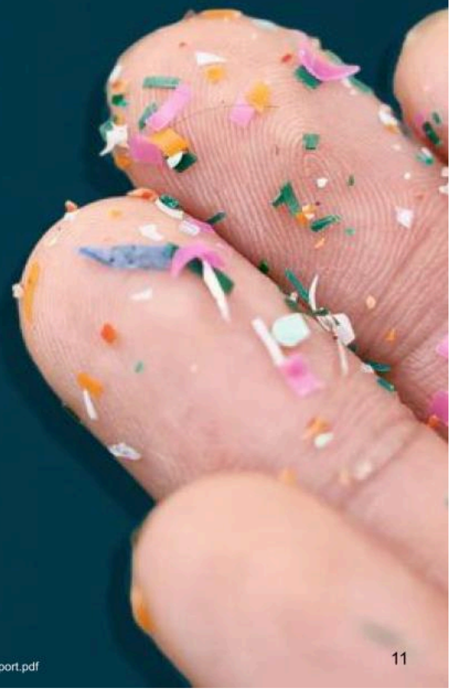
We are reducing the world's reliance on single-use plastics as the **first plastic-neutral retailer**, advancing safer, more sustainable packaging and product alternatives.

We champion **refillable, reusable, and post-consumer recycled materials** to help keep plastic out of landfills and oceans - and accelerate the shift toward a circular, low-waste future.

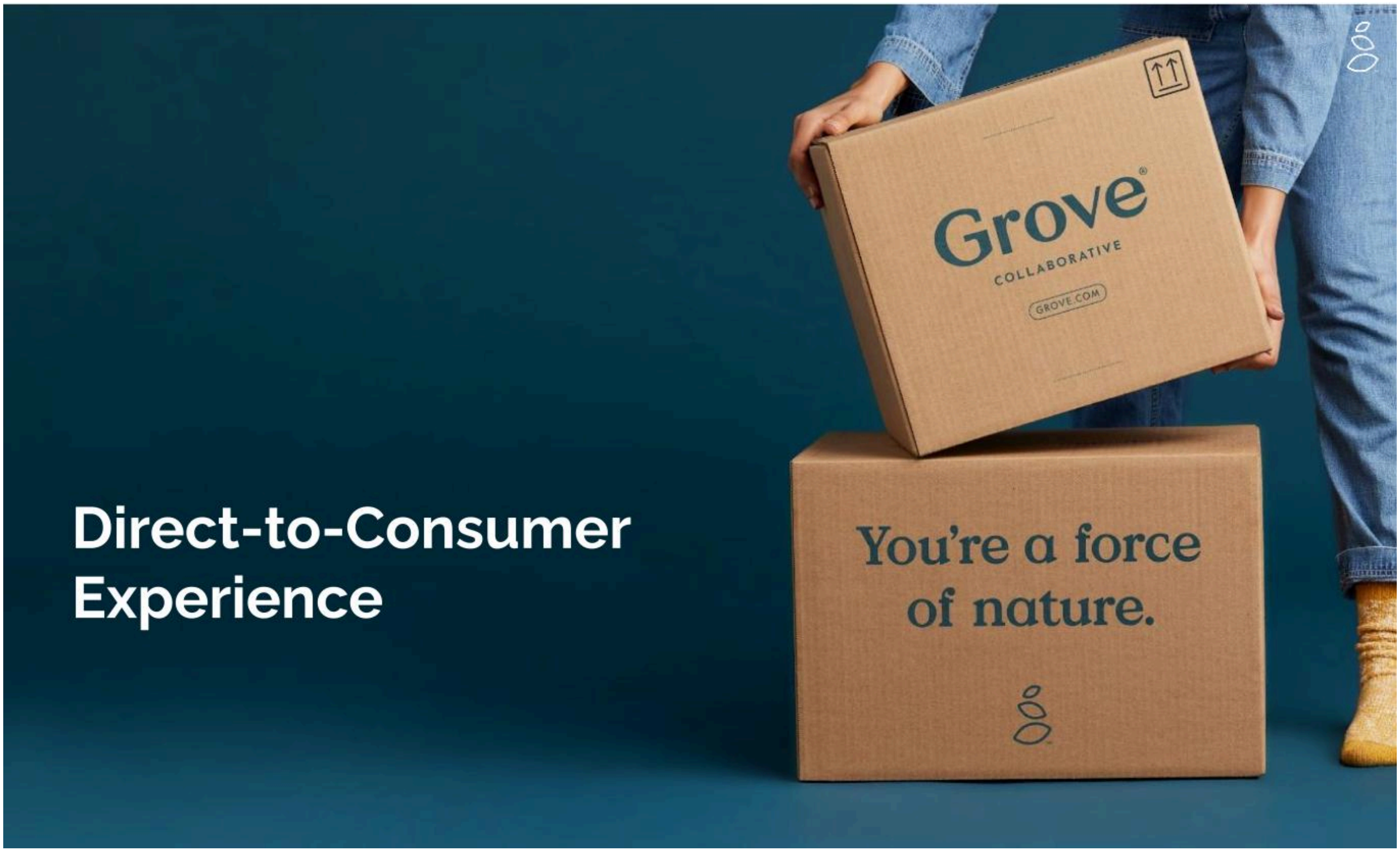
What Are Microplastics and Why Are They Problematic?

Microplastics are **tiny plastic particles** - often smaller than a grain of sand - created when larger plastics break down or are intentionally added to products.

Because they don't easily decompose, they **accumulate in our bodies and environment** and are increasingly linked to inflammation, hormone disruption, and other **long-term health concerns.**



Source: Ipsos Public Affairs poll commissioned by Grove Collaborative and The 5 Gyres Institute, May 2025. Sample: 1,030 U.S. residents, age 18+. Full report: 5gyres.org/s/Microplastics-Polling-Report.pdf


Direct-to-Consumer
Experience
Grove
COLLABORATIVE
GROVE.COM
You're a force
of nature.

We Are A Brand At The Intersection of Health & Sustainability

% of Net Revenue[1]

Third Party Brands	Grove Co.™ & Other Owned Brands
54%	46%

Household Care	19%
Dish Care	12%
Personal Care	13%
Cleaning	12%
Laundry	11%
Wellness	9%
Beauty	5%
Other	14%
Kitchen & Pantry	5%

Includes:[2]
- Home Decor
- Baby & Kids
- & other products

~$400M
of brand and marketing investment[3]

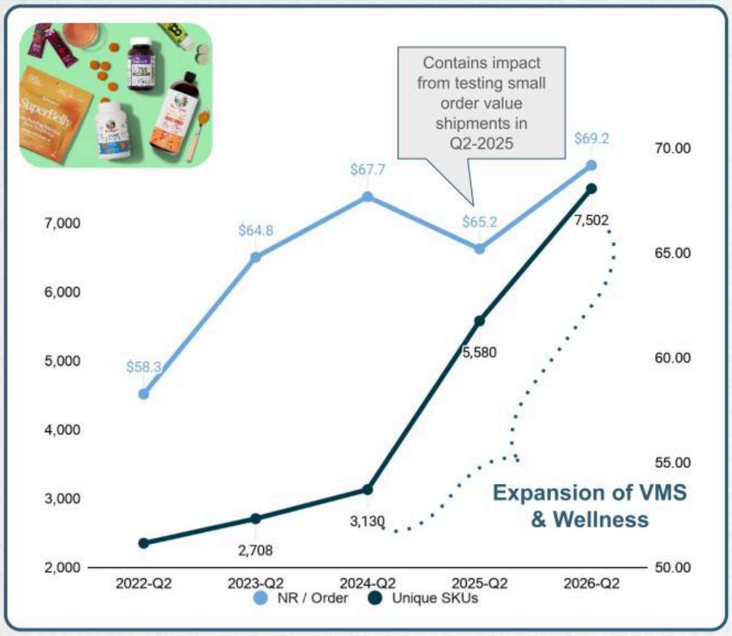
94%
of our customers **trust us more than Amazon** to sell safe, healthy products[4]

56
Net Promoter Score (NPS)[5]

1. Represents Q2-2026 net revenue
2. Includes Pet, Garden & Outdoor, Home Décor, and Baby categories
3. Management estimate of cumulative advertising spend from 2017 to Q2-2026
4. Grove survey of 1,050 Grove customers conducted in February 2026
5. As of June 2026

When We Add Categories and SKUs, We Expand Our Perimeter and Increase Net Revenue per Order

Category Expansion Drives Net Revenue per Order Growth…



While gaining access to scaled and growing market segments beyond our original core categories

1. Represents DTC Net Revenue per order for repeat customers

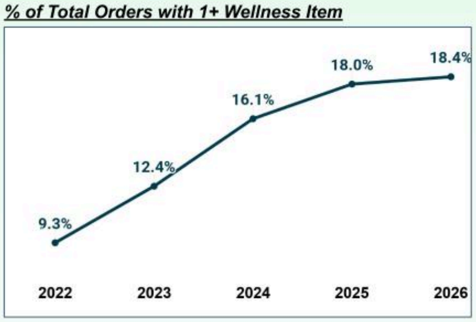
Customers Are Turning to Grove as a Curated Health Destination — Bigger Baskets, More Frequent Reorders, Higher Lifetime Value

Our curation of **safe and healthy products** has given us the right to win for the products people put in their bodies

Vetted for ingredient integrity

We're in the early innings of **VMS quickly becoming core** to our business…

% of Total Orders with 1+ Wellness Item



and it's driving larger baskets with **higher order values**

41%

Higher Average Order Value vs. Non-Wellness[1]

with consumers **coming back more frequently** to replenish

2.1x

Order Frequency vs. Non-Wellness[2]

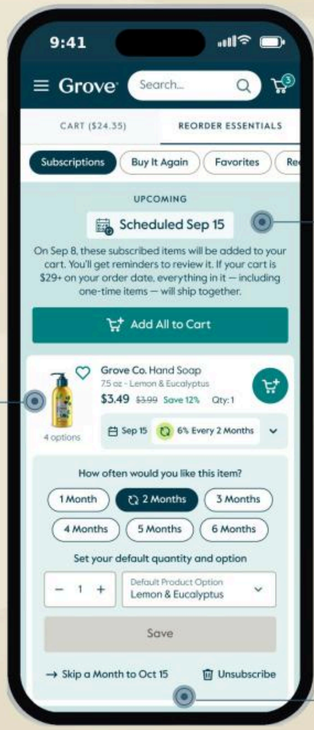
1. YTD as of June 30, 2026
2. 12-month Order Frequency of customers with wellness item vs. no wellness item as of June 30, 2026

A Curated Basket of Essentials, on the Customer's Schedule

81% of Orders Include a Subscription

Improved Basket-Building Within the Subscription Flow

Add products, modify quantities, and build your cart directly within the subscription interface



Clear Visibility into Upcoming Orders & Delivery Cadence

Easily view upcoming shipments, order contents, and delivery timing in one centralized interface

Explicit Skip & Reschedule Options

Intuitive controls allowing you to skip orders, adjust quantities, and modify delivery frequency

81%

% of Orders with 1+ Subscription[1]

48%

% of Orders Autoshipped[2]

4+

Subscription Units per Order[3]

1. Represents Q2 2026 DTC orders with 1+ subscription as a percentage of total DTC orders
2. Based on Q2 2026 data
3. Based on Q2 total subscription units for orders containing 1+ subscription unit

Loyalty Program Drives Retention and Improves Customer Acquisition Cost Payback

Paid VIPs Renew at 76% and Order 2.5x More Often

Green Rewards VIP

$29.99/year

- Get $10 in rewards when you join
- 4% back in rewards on every order
- 6% back in rewards on eligible subscriptions
- Up to 12% back during rewards multiplier events
- Free carbon neutral shipping on all orders $29+
- More free samples & full-size gifts
- Exclusive VIP deals, all year long

Offers multiple opportunities for value creation across the platform and shopper ecosystem

"I have the VIP membership, and I feel like the **cost for this pays for itself** many times over, especially if you order frequently!"

"**I love my VIP** membership! ❤️"

"I like that I can adjust my order to **get exactly what I need** each month"

"**Extremely customizable**, great range of products available, awesome customer service"

"Could not be happier with my VIP membership! Customer service has been outstanding, products are amazing, and **I have told EVERYONE!**"

"I will be a Grove **VIP for life**!"

350K+	76%	8%	2.5x
Paid VIP Members[1]	Paid VIP Renewal Rate[2]	VIP Average Order Value Increase vs. Non-VIP[3]	Paid VIP Order Frequency vs. Non-VIP[3]

1. As of 6/30/2026
2. Q2 2026 Monthly Average Renewal Rate
3. Based on last-twelve-months as of June 30, 2026

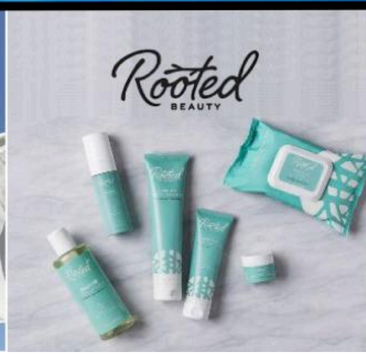
Differentiated Family of Clean and Sustainable Brands Across Our Core Categories that Reinforce Our Brand

Grove Co.™ | CONSCIOUSLY CREATED HOMECARE

- **A Top Natural Cleaning Brand** in the U.S.[1]
  - True to our mission of bringing **safe and sustainable products** to all consumers
    - Focused on **cleaning and home care categories** ripe for disruption

$72M FY25 Net Revenue[2]	41% % of Total FY25 Net Revenue[2]
65% FY25 Product Margin	90% % of Products with 4+ Stars

Thousands
of Banned Ingredients[3]

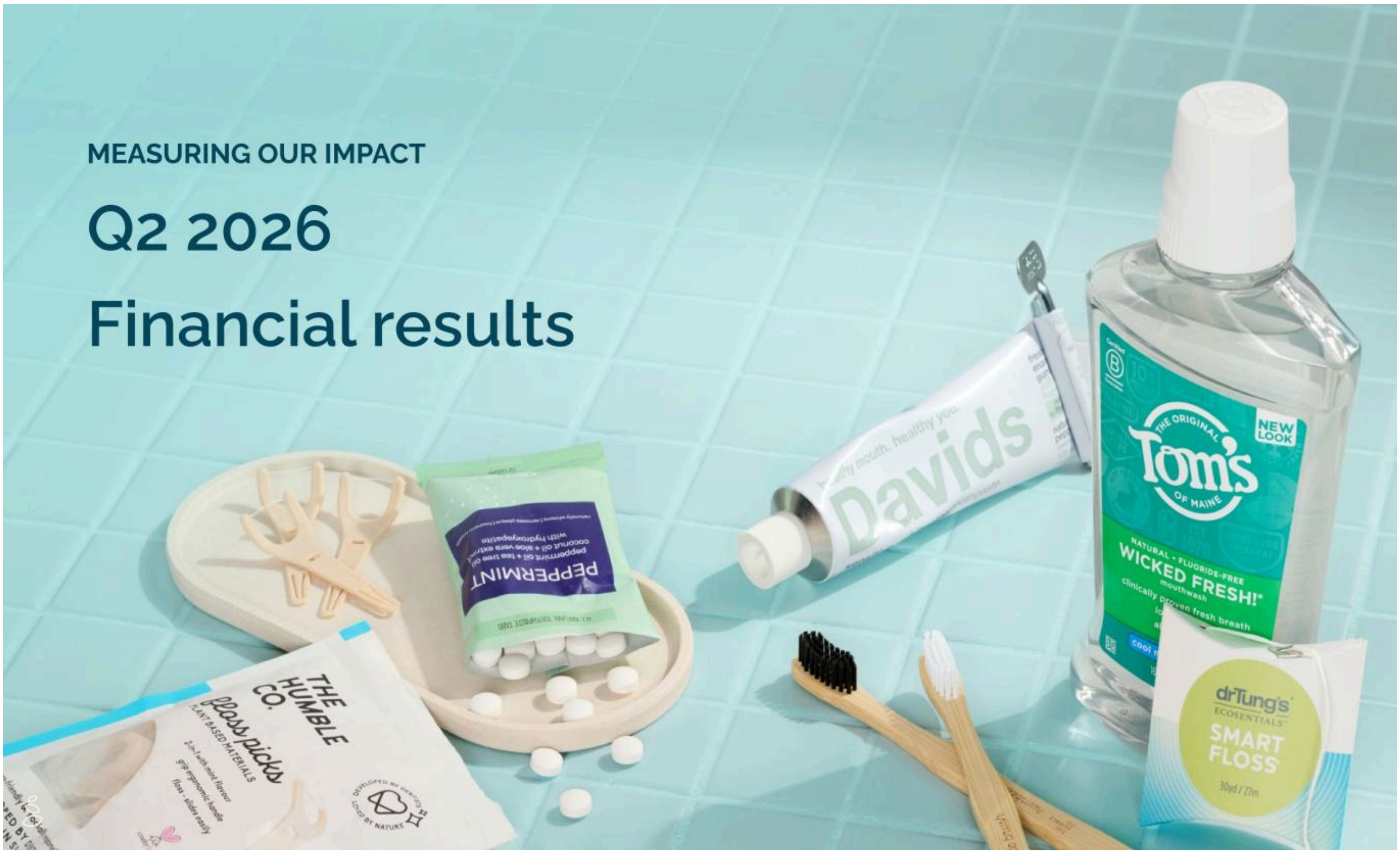


1. Grove company website, Digital Commerce 360 and industry reports
2. Owned Brands % of Total Net Revenue per Grove 2025 10-k filed March 5, 2026
3. Internal Grove Co. Ingredient Standards

MEASURING OUR IMPACT

Q2 2026

Financial results



Grove's transformation fuels momentum for future growth

Strategic Pillars - Second Quarter 2026 Summary

Sustainable Profitability

- Delivered Adjusted EBITDA of $0.5 million in the second quarter, or a 1.3% margin – our third consecutive quarter of positive Adjusted EBITDA. Trailing 12 months of $1.1M Adjusted EBITDA.
- Operating expenses were down 27% year-over-year
- Reduced outbound shipping costs through updated carrier strategy

Balance Sheet Strength

- Ended the quarter with $11.4M in cash, cash equivalents, and restricted cash, an increase of $1.0M from the end of the first quarter
- Operating cash flow was positive $1.3 million, reflecting favorable working capital movements, including a decrease in inventory, and the benefit of non-cash expenses added back to Net Loss

Revenue Growth

- Net Revenue of $36.6 million was down 16.9% year-over-year and up 1.0% quarter-over-quarter
- Launched new eCommerce subscription experience designed to give customers a seamless and customized experience that matches their ordering cadence
- Net Revenue Per Order was $69.19, an increase of 6.1% year-over-year driven primarily by a larger mix of higher-priced items in customer orders, as well as greater efficiency in promotional spend following the launch of our new loyalty program.
- Dropship capabilities launched subsequent to quarter end to further expand categories in capital efficient manner.

Human and Environmental Health Leadership

- Joined 1% for the Planet, committing to donate 1% of annual sales to vetted environmental organizations around the globe
- Released 2025 Annual Sustainability Report, marking a new company-low plastic intensity of 0.9 lbs per $100 of net revenue

Q2 2026 Financial Results

NET REVENUE	$36.6M	(16.9%) vs LY +1.0% vs Q1 26
GROSS MARGIN	53.6%	-190 bps vs. LY
ADJUSTED EBITDA	$0.5M, 1.3%	+$1.4M, +340 bps vs. LY
OPERATING CASH FLOW	$1.3M	+$0.3M vs. LY

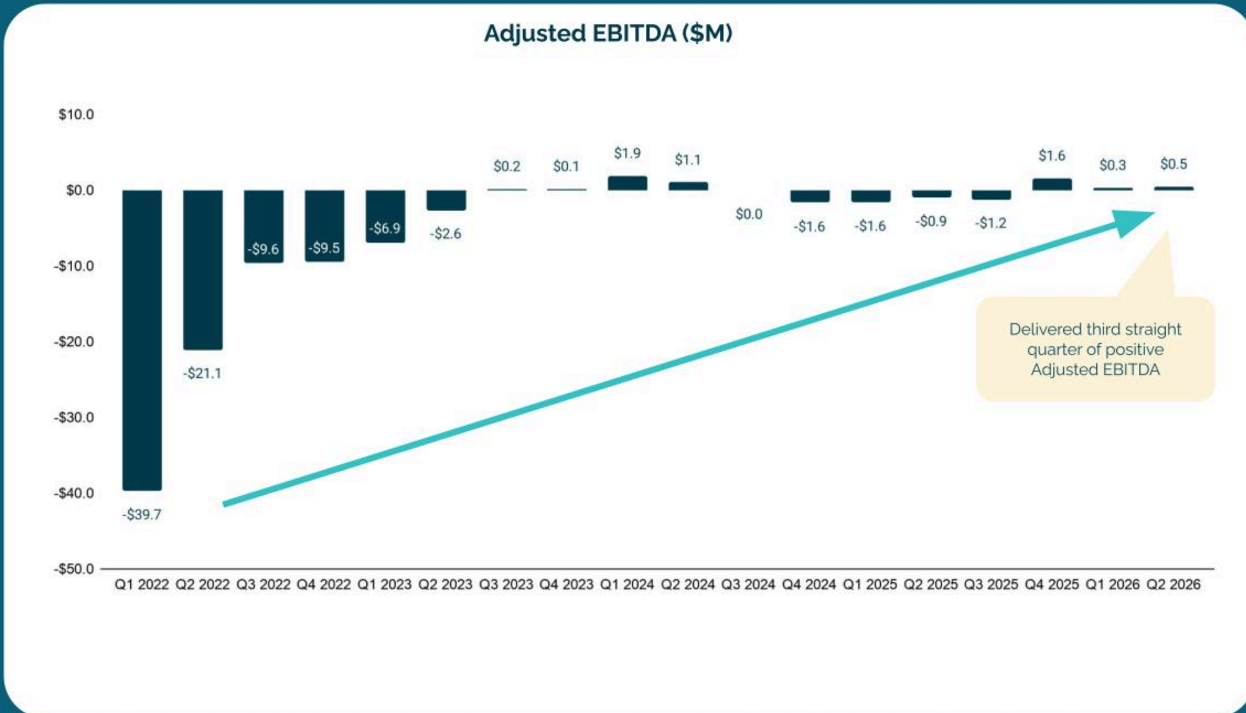
Net Revenue was $36.6 million for the quarter ended June 30, 2026, a decline of 16.9% year-over-year, but an increase of 1.0% compared to the first quarter of 2026. The year-over-year decline was primarily driven by a smaller active customer base entering the year, reflecting the compounding effects of lower advertising investment – consistent with the strategy to prioritize profitability and customer experience improvements before re-accelerating growth – and customer attrition tied to the ecommerce platform disruptions experienced throughout 2025, partially offset by an increase in Direct to Consumer ("DTC") Net Revenue per Order. The sequential increase was driven by growth from non-DTC channels, primarily QVC and Amazon, partially offset by a slight decline in DTC revenue.

Gross Margin was 53.6%, a decrease of 190 basis points compared to 55.4% in the second quarter of 2025. The decrease was primarily driven by one-time disposals in the quarter, as well as a sell-through of previously reserved inventory in the prior year that did not reoccur. These decreases were partially offset by a more targeted promotional strategy, enabled in part by the Grove Green Rewards loyalty program launched in the fourth quarter of 2025.

Adjusted EBITDA was positive $0.5 million, or 1.3% margin. This marks the third consecutive quarter of positive Adjusted EBITDA and reflects the continued focus on operating discipline as the Company invests in the customer experience.

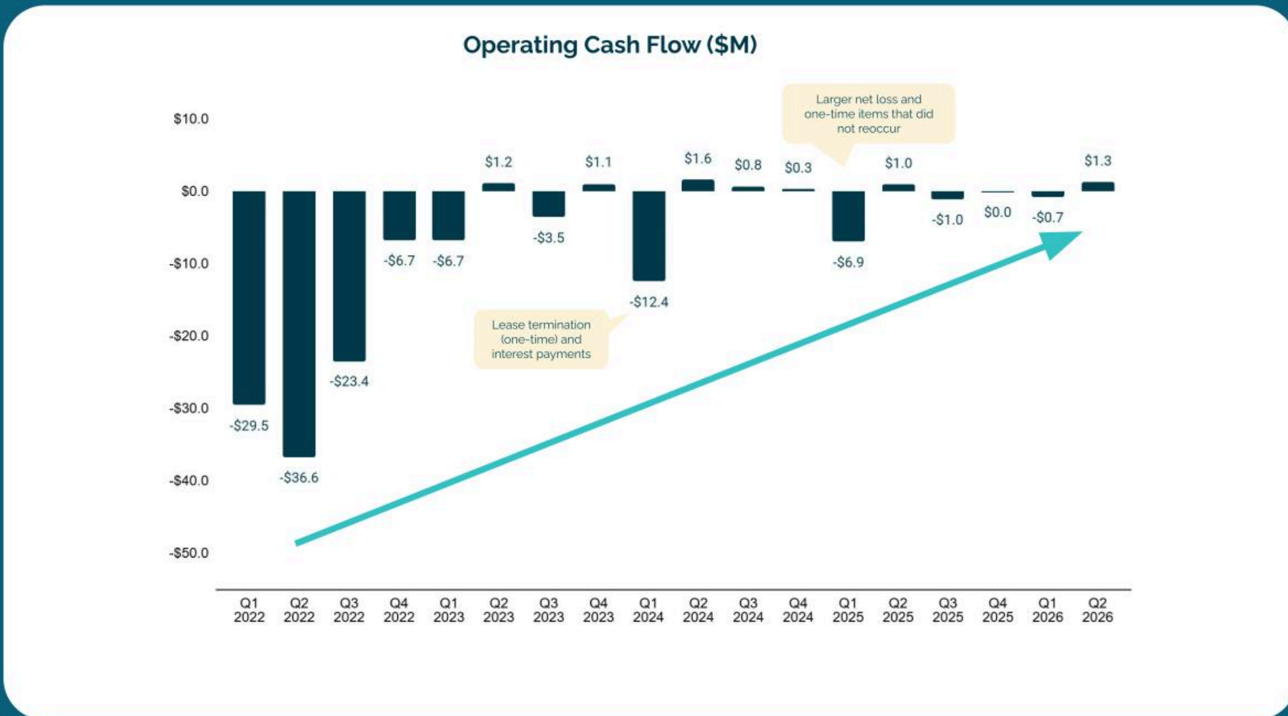
Operating Cash Flow was positive $1.3M for the quarter, reflecting favorable working capital movements, including a decrease in inventory, and the benefit of non-cash expenses added back to Net Loss.

Cost Discipline and Structural Changes are Driving Sustainable Profitability[1]

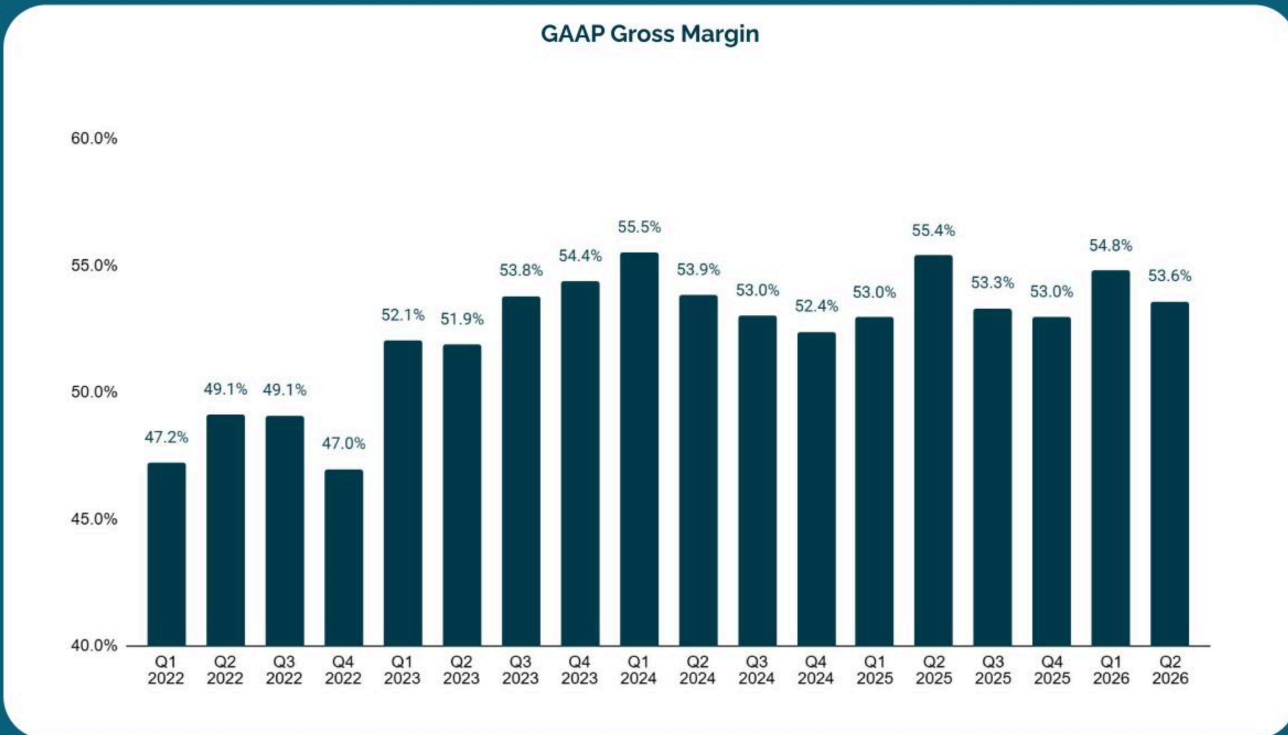


1. Adjusted EBITDA Profitability. See Slide 29 for reconciliation to GAAP Net Income.

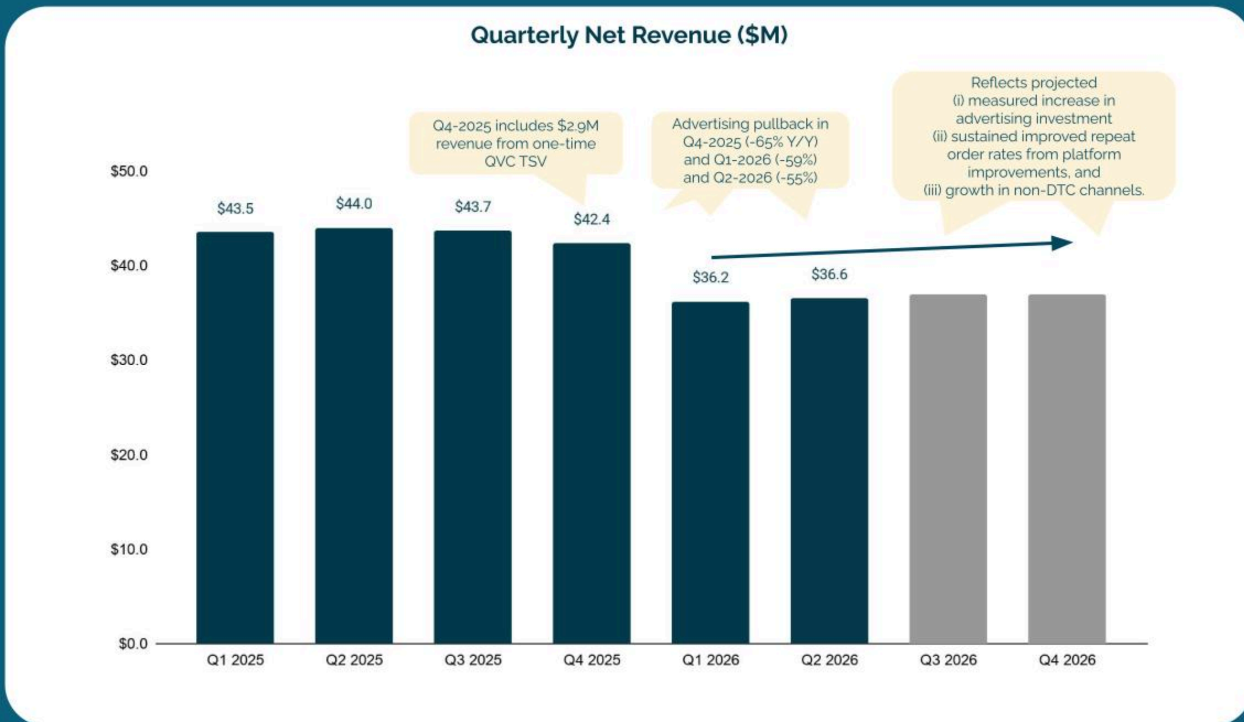
Cash Flow Improvements Reflecting Continued Operational Discipline



Sustained Structural Gross Margin Improvements vs 2022



Q1 Marks the Expected Revenue Trough with Sequential Improvement Expected Through 2026



Financial outlook

Reaffirming 2026 Guidance	
Net Revenue	➔ Grove expects full-year Net Revenue of approximately $142.5 million to $152.5 million ➔ Continues to expect sequential revenue improvement in each of the remaining two quarters of 2026
Adjusted EBITDA	➔ Full year 2026 Adjusted EBITDA is expected to be breakeven to positive low single digit millions

Balance Sheet and Cash

Balance Sheet

($MM)	Jun 30, 2026	Dec 31, 2025
Assets		
Current assets:		
Cash & cash equivalents	8.3	8.5
Restricted cash	2.1	2.3
Inventory	19.5	18.4
Prepaids expenses & other current assets	4.0	5.5
Total current assets	**33.9**	**34.7**
Restricted cash, noncurrent	1.0	1.0
Intangible assets, net	2.1	2.3
Property and equipment, net	3.5	3.7
Operating lease right-of-use assets	8.6	9.5
Other long-term assets	1.7	1.9
Total assets	**$50.8**	**$53.1**
Liabilities and Stockholders' Deficit		
Current liabilities:		
Accounts payable	6.4	8.8
Accrued expenses	9.4	9.5
Deferred revenue	6.9	5.0
Debt, current	—	0.8
Operating lease liabilities, current	3.2	2.9
Other current liabilities	1.0	0.7
Total current liabilities	**26.9**	**27.7**
Derivative liabilities	0.7	0.9
Debt, noncurrent	7.5	6.7
Operating lease liabilities, noncurrent	8.4	10.1
Total liabilities	**43.5**	**45.3**
Redeemable convertible preferred stock	24.8	24.8
Common stock	0.0	0.0
Additional paid-in capital	644.6	643.2
Accumulated deficit	(662.2)	(660.2)
Total stockholders' deficit	**(17.5)**	**(17.0)**
Total liabilities and stockholders' deficit	**$50.8**	**$53.1**

Cash & Debt

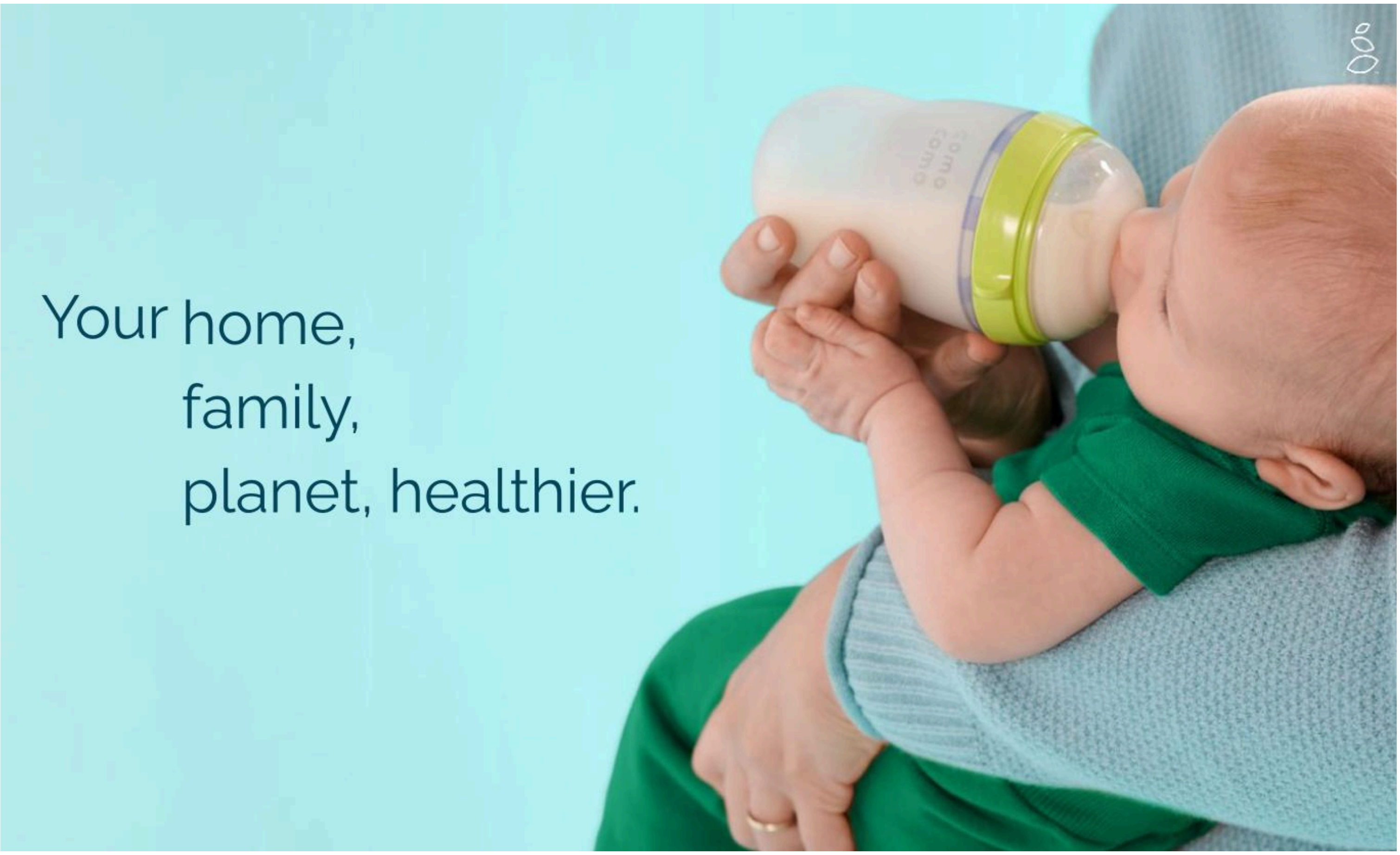
	Jun 30, 2026	Dec 31, 2025
Ending Cash, Cash Equivalents & Restricted Cash	$11.4 million	$11.8 million
Outstanding Debt	$7.5 million ABL	$7.5 million ABL
ABL Availability	$0.4 million	$1.1 million

Appendix

Adjusted EBITDA Reconciliation - Quarterly

Reconciliation of Net (Loss) Income to Adjusted EBITDA	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026
Net Loss	($47.4)	($35.3)	$7.7	($12.7)	($13.1)	($10.9)	($9.8)	($9.5)	($3.4)	($10.1)	($1.3)	($12.6)	($3.5)	($3.6)	($3.0)	($1.6)	($1.0)	($0.9)
Stock-Based Compensation	$4.5	$20.1	$9.8	$11.3	$4.9	$4.9	$2.1	$3.6	$3.1	$3.4	$2.8	$2.7	$1.0	$1.4	$1.1	$0.8	$0.8	$0.8
Depreciation and Amortization	$1.4	$1.5	$1.4	$1.4	$1.4	$1.4	$1.5	$1.5	$2.2	$2.4	$2.8	$2.4	$0.4	$0.5	$0.4	$0.4	$0.4	$0.4
Changes in Fair Value of Derivative Liabilities	($1.9)	($16.2)	($32.6)	($22.4)	$0.3	($1.7)	$2.7	($1.5)	($0.2)	$0.0	($7.8)	($1.9)	($0.1)	($0.1)	$0.0	($0.2)	($0.1)	($0.1)
Transaction Costs Allocated to Derivative Liabilities upon Business Combination	—	$6.7	$0.2	—	($3.7)	—	—	—	—	—	—	—	—	—	—	—	—	—
Interest Income	($0.0)	($0.1)	($0.2)	($0.5)	($0.4)	($1.0)	($1.2)	($1.1)	($1.1)	($1.0)	($0.6)	($0.4)	($0.2)	($0.1)	($0.1)	($0.1)	($0.1)	($0.1)
Interest Expense	$2.1	$2.3	$2.5	$2.8	$3.7	$4.0	$4.1	$4.2	$4.1	$4.1	$2.9	$1.6	$0.3	$0.3	$0.3	$0.3	$0.3	$0.3
Restructuring Expenses	$1.6	—	$1.4	$5.9	$0.0	$0.6	—	$3.2	($2.9)	$2.2	$1.2	$1.6	—	—	—	$1.9	—	—
Transaction related Costs	—	—	—	—	—	—	—	—	—	—	—	—	$0.6	$0.7	—	—	—	—
Loss on Extinguishment of Debt	—	—	—	$4.7	—	—	—	—	—	—	—	$5.0	—	—	—	—	—	—
Provision for Income Taxes	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0
Litigation and legal settlement expenses	—	—	—	—	—	—	$0.7	($0.2)	—	—	—	—	—	—	—	—	—	—
Adjusted EBITDA	**($39.7)**	**($21.1)**	**($9.6)**	**($9.5)**	**($6.8)**	**($2.6)**	**$0.2**	**$0.1**	**$1.9**	**$1.1**	**($0.0)**	**($1.6)**	**($1.6)**	**($0.9)**	**($1.2)**	**$1.6**	**$0.3**	**$0.5**

$MM [1]


Your home,
family,
planet, healthier.


Grove®
COLLABORATIVE